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HEADLINE: Telepanel Announces New Millennium Plus Electronic Shelf Labels - Next Generation Technology Breakthrough

DATELINE: NEW ORLEANS and TORONTO

BODY:

Feb. 26, 1999-- Telepanel Systems Inc. (TSE: TLS.) (OTC BB: TLSIF) Telepanel Systems Inc., a Toronto based leader in wireless electronic shelf label (ESL) systems for retail stores, today unveiled its new Millennium PLUS(TM) electronic shelf label system at MARKETECHNICS '99 in New Orleans. Millennium PLUS(TM) is a major advance over the ESL technologies available in the world today.

Millennium PLUS(TM) builds upon the full function, high reliability, ease of installation and long life that have been the hallmarks of Telepanel's wireless technology. The evolutionary Millennium PLUS(TM) product stretches Telepanel's lead in radio frequency (RF) based technology with substantial gains in communication power, highly repeatable performance, dramatic increases in processing speeds, and reduced acquisition price.

Millennium PLUS(TM) is easily incorporated into existing in-store communication networks, such as Symbol's Spectrum24(R) network. Retailers can now extend their current RF network to include Telepanel electronic shelf labels.

Commenting on the new system, Chris Skillen, Telepanel's President and CEO, said "Telepanel has always set the standard for electronic shelf labels. Our new Millennium PLUS(TM) system delivers function and price/performance that is second to none. Millennium PLUS(TM) was built with the assistance and advice of our business partners - IBM, Fleming (FLM), Symbol (SBL), and the Communications Research Centre. Telepanel is now the only vendor to deliver wireless ESL technology at prices that the retailers have long demanded."

The Millennium PLUS(TM) electronic shelf label system is available worldwide, direct from Telepanel and through IBM Corporation, Fleming Inc., and Telepanel Europe.

"We are excited about the price/performance offered by Millennium PLUS(TM)," said Scott Yeager, Fleming's Director of Marketing. "Millennium PLUS(TM) offers our retailers a tremendous opportunity to integrate ESL's with other point of sale, in-store processor, and in-store RF network technologies sold by Fleming."

Millennium PLUS(TM) is being unveiled at MARKETECHNICS '99 in New Orleans today. Telepanel's electronic shelf labels are on display at the booths of IBM Corporation, Symbol Technologies, and Telepanel's own booth.

Telepanel is the leader in the ESL industry, with an installed base comprised of over 2.0 million display

modules at premier supermarkets and warehouse chains in North America and Europe, such as A&P, Stop & Shop, Loblaws, Sam's Wholesale Club, Grand Union, Big Y, Shaw's, Wakefern (ShopRite), Reasor's, Bozzuto's, Brown's Thriftway, Doll's Pic Pac, Intermarche, LeClerc, Spar, and Pingo Doce. Telepanel markets its ESL system directly and in North America through marketing agreements with IBM Corporation, and Fleming Companies, Inc.

Telepanel's display modules are placed on the edge of store shelves to display product price, promotional, management and other information for use by shoppers and store staff. The price and other information displayed can be changed by a radio frequency communications link to the store's electronic checkout scanner system, resulting in accurate and up-to-date pricing, improved shelf, inventory and merchandising management and eliminating the need for labour-intensive and inaccurate paper label maintenance. Each liquid crystal display module is an independently powered stand-alone two-way radio frequency device that attaches to the existing shelf edge in a store. Communications to and from the display modules are effected through a patented radio frequency technology that uses Telepanel's advanced software and transceiver network.

Millennium PLUS(TM) Features Telepanel's new state-of-the-art Millennium PLUS(TM) shelf labels are the next stage in the evolution of Telepanel's low frequency wireless technology. The high speed, long life, and open architecture continue to set new industry standards. More importantly, the Millennium PLUS(TM) system is cost effective and easy to operate. With interfaces to leading POS systems, in-store databases, in-store laser label printing and planograms, grocers can benefit from labor savings, increases in sales and margins, and improved controls.

Software Interoperability: The open architecture of the new Millennium PLUS(TM) electronic shelf label system allows easy integration with in-store databases such as TCI, and RMS; in-store laser label printing with dSign and LabelMaster; and planogram operation with Apollo and Spaceman.

Multiple System Platforms: Millennium PLUS(TM) operates under AIX, DOS, SCO Unix and Unix S5V4, with Windows NT support currently under development, making it ready to install using stores' current operational systems. In addition, it is compatible with in-store processors and, because it uses minimal resources, can be installed directly on the ISP rather than stand-alone computers.

Leading POS Interfaces: Telepanel's Millennium PLUS(TM) system interfaces with the leading POS systems, from IBM, NCR and ICL, with TEC under development.

In-Store Network Ready: The Millennium PLUS(TM) system is in-store network ready and will integrate with the store's existing 900 MHz or 2.4 GHz network, such as Symbol Spectrum24(R).

Telepanel electronic shelf labels may now be added to the store's existing RF network, extending the retailers' current investment, and simplifying operations and support.

In-aisle Label Management: Millennium PLUS(TM) offers interoperability with leading RF hand held terminals, typically used today by retailers for product receiving, replenishment, and price audit functions. In-aisle Label Management offers back office functionality in the aisle for complete ESL management.

Extended Function: The improved price/performance of Millennium PLUS(TM) further extends the retailer's opportunity to increase customer satisfaction and to enhance price and margin management through Telepanel's extended application support, and through point of purchase feedback using the Telepanel ESL's, such as use of Telepanel's patented unit price inquiry feature.

This press release includes forward looking statements as defined in the Private Securities Litigation Reform Act of 1995. Forward-looking statements do not constitute historical facts and involve risks and uncertainties, including, but not limited to, the possibility that adverse economic or other factors may cause actual results to be materially different than current estimates and projections. Additional detailed information concerning a number of factors that could cause actual results to differ materially from the information contained in this press release is contained in the reports and other documents of Telepanel filed with the Securities and Exchange Commission from time to time.

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HEADLINE: The center of the universe: can point-of-sale technology keep up with the demands placed on it?

BYLINE: Ward, Mark, Sr.

BODY:

Point-of-sale devices do much more today than ring up transactions and control pump prices. But should they?

For Bill Kilpatrick, president of The Software Works!, Glendale, Calif., the trend is inevitable. He says that as petroleum retailers add new profit centers and strive for greater efficiency, POS devices are becoming "a consolidated epicenter for the store."

Tomorrow's on-site managers, Kilpatrick says, may need machines that can handle everything from radio frequency IDs to loyalty cards, tank monitoring to security surveillance, and unattended fueling to in-pump video display screens.

"Instead of just adding up your transactions at the end of the day, the system allows you to manage and control events at your store," Kilpatrick says.

To achieve such functionality, the new machines are PC-based, less proprietary and more open to interfacing with other systems, explains Dominic Breen, northeast sales manager for Advantage Energy Software, Corvallis, Ore. POS devices "aren't just cash registers but part of the information flow," Breen says.

Efficiency must be the emphasis, suggests David Volin, business development director for Retail Solutions Inc., Falmouth, Maine. "With oil prices and margins going down, stores must find better ways to control their operations, so I think POS devices will tend to control more store functions and therefore use more technology," Volin says.

Vice president and managing director Peter Reilly of Radiant Systems Inc., Alpharetta, Ga., argues that PC-based POS devices may crack under the new demands. "Personal computers having moving parts hard drives and cooling fans and were designed to be used in nice, air-conditioned offices, while operating systems such as Windows NT were designed to run whole companies, not individual stores," Reilly says.

Under the stresses and strains of a convenience-store environment, countertop PCs will likely need replacement every 12 to 18 months, Reilly says. He predicts that the next generation of POS devices will be

"Nintendoized." PCs with moving parts will give way to rugged boxes that feature reliable, solid state electronics. "And with today's labor shortage and high turnover, you can't expect hourly workers to use Windows NT," Reilly says. "You need a POS device that's friendly and fun and which your employees can enjoy and learn to use in 15 minutes."

Reilly agrees that POS systems are becoming less proprietary and more open to interfacing with other software. And he concurs that POS machines are best viewed as part of a store's and a chain's overall information management system. "But I see POS devices becoming less like general-purpose office machines and more like appliances," he says.

Automate and eliminate

On one point, however, the companies that develop software for the petroleum retailing and c-store industries agree: Data reporting from POS devices will become increasingly automated.

"Our approach is to eliminate reports," Reilly says. "Right now, store managers and headquarters executives must generate reports and analyze the data before taking action." But the new generation of POS devices will collect data, he says, and automatically send the store manager an e-mail message if, for example, his or her margins have fallen below a certain parameter.

Store managers often spend up to three hours a day working on reports, Breen says. But if POS devices are linked to the back-office computer, then data can be posted electronically and thus help managers work more efficiently.

"Through automated reporting, we want to eliminate manual data entry," Breen says. "That's because today's petroleum and c-store retailers must process more information whether it's lottery ticket counts or data from tank level sensors than ever before. Also, you've got more devices collecting data, such as pay-at-the-pump credit card readers and cash acceptors. So getting your numbers manually becomes more of a problem, with greater opportunities for error."

By contrast, daily and weekly reports can be automatically generated and e-mailed to all the key players who need to know, says Kerry Lugo, president of Service Station Computer Systems Inc., Salinas, Calif. In the future, he thinks, data collected automatically from POS devices will enable retailers to replenish their inventories faster by means of computer-assisted ordering. For now, however, SSCS has already built into its system the capability to change pump prices automatically.

"Once you predetermine the maximum stock level you want on hand, plus the minimum level, along with the minimum quantity you can order from the vendor, then your store computer system can be configured for built-in reordering of inventory," Lugo says.

From the retailer's point of view, Volin says, building a store's price book, or master database of prices for all store products, can seem a daunting task. "I've seen some of the larger chains go one or two years before they trusted their price books, and then it's got to be constantly updated because in any given week, you may get 20 or 30 new deliveries and price changes," Volin says.

RSI sells its software with a customized price book already installed. But, in general, Volin believes that retailers should favor POS devices that feature UPC scanning so that price books can be built and maintained more quickly and accurately.

Volin estimates that between 80% and 95% of petroleum and c-store retailers currently lack POS scanning, which he attributes to retailers' concerns about the cost of the required equipment. But he predicts that

interest will rise substantially in the next 12 to 18 months, as retailers understand the advantages of POS scanning and the positive return on investment.

Integrate and update

What retailers need is, in computer lingo, an "integrated solution." As SSCS marketing vice president Al Stoeberl explains: "POS is just one side of a triangle. You have to control your inventory at three points when you buy it from the supplier, as you track it on the shelf, and as you sell it to the consumer. You can't just address POS because that only one side of the triangle. But you can't leave it out, can't leave it out, either, because if any side is missing the triangle will collapse."

Reilly concurs that "as time goes by, you'll see fewer and fewer software developers who address only one piece of the puzzle. Also, retailers don't want to be buy just one piece of the puzzle. They're not in the software development business, so they don't want to spend the time and money to patch all their different systems together. They demand an integrated solution."

For his part, Reilly also advocates a three-pronged approach that integrates the point of sale, the back office, and corporate-decision support. Similarly, Breen says a total solution starts at the point of sale, extends to the back office PC and onto a fully integrated accounting system for corporate headquarters.

But how to achieve integration particularly in today's marketplace of mix-and-match mergers and acquisitions is a matter of some debate. All sides favor open POS systems that interface with a variety of other software programs and likewise warn against closed proprietary systems. But beyond that, retailers might hear varying advice.

Kilpatrick says: "Our strategy is to make sure our software products can be used with all POS and back office systems so our clients don't have to invest in new POS devices when they acquire new stores."

Crossover complication

While the industry speculates about exotic new functions for POS devices, still another complication has arisen. Simply put, the numbers of POS systems at many fuel retailing facilities is quickly multiplying. At some facilities, sales can occur not only at the c-store cash register but also at car washes, drive-thrus, quick-serve restaurants, customer-activated kiosks and fuel-island vending machines.

In addition, these POS systems can sometimes cross over. Some retailers allow motorists to order fast food or drive-thru items while fueling their cars and pay for the combined purchase at the pump. Others display discount coupons on in-pump video screens, which customers can print out and redeem inside the store allowing store managers to collect POS data about which coupons are moving and adjust their offers accordingly.

Radio frequency devices which could conceivably work at the cash register as well as the pump give petroleum retailers the ability to access a patron's purchasing history and offer customized discounts to reward their loyalty or appeal to their preferences. And the emerging hypermarket retailers often called "g-stores" because they sell groceries as well as gas might allow consumers to use their scannable loyalty cards for both food and fuel transactions and earn discounts applicable to either purchase.

Breen says petroleum and c-store retailers only can go so far in mixing apples and oranges. "For the foreseeable future, drive-thrus and QSRs will need their own POS devices, separate from the c-store," Breen says. "Restaurant transactions are different than convenience-item purchases. C-store items are products you just buy and run. But QSR purchases are often made-to-order or require a selection of

different components such as cheese or pickles or condiments."

Reilly sees matters otherwise. Radiant Systems has worked with the entertainment industry, particularly in the successful development of touch-screen movie theater kiosks that enable patrons to buy their own tickets rather than wait in line. That same concept is migrating to the petroleum industry as a way to increase throughput for made-to-order fast food and sandwich purchases.

Back to the future

The merging of POS devices and customer-activated terminals is only part of a "seismic shift that's coming in POS hardware," Reilly says. He calls it the "third wave."

The first wave lasted from the late 1970s to the late 1980s, Reilly says. "Back then POS devices were rugged boxes that consisted of hardware and software bundled together in a closed, proprietary systems," he says. The second wave, from a decade ago to the present, brought a new generation of PC-based POS devices that featured open systems able to interface with other software packages.

Reilly predicts a third wave will combine the best of the first and second waves - namely, ruggedly reliable, solid-state POS appliances that can operate within open systems. "How often do you have to trash your personal computer, as compared to how often you have to replace your TV or stereo?" he asks. "That's the difference between a solid-state POS device and a PC-based one."

Not only do personal computers have moving parts that wear out, Reilly adds, but the machines aren't built for c-store environments that might include hot and cold temperatures, doors that open directly to the outside, bright sunlight through plate-glass windows and close proximity to foods and beverages.

By contrast, Radiant Systems is designing POS devices that are rated to perform in temperatures from 45 C to 95 C or higher. "They can go where PC-based POS systems can't go," Reilly says. "You can even install them outside at the gas pump, which gives fuel retailers a lot more flexibility and more potential applications."

Whatever the outcome, Kilpatrick says, "The ideal everybody is striving for is a POS device that can be operated either attended or unattended, from on-site or a remote location, that can handle high volumes and all types of profit centers, is reliable and not expensive, is as open as possible for interfaces, and is scaleable to the size of your operation. Has the ideal been achieved? No, but we're on the way; and we'll get there if the retailers who know the business and the developers who know the technology will make a commitment to communicating with each other."

Mark Ward, a freelance writer based in Greenville, S.C., has covered the petroleum industry since 1987.

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HEADLINE: iChoose, BizRate.com Team to Help Consumers Make Smart Choices When Buying Online; Consumer Ratings Available Through iChoose Online Savings Alert

DATELINE: DALLAS, Jan. 3

BODY:

iChoose, creator of the online savings alert, has partnered with BizRate.com (www.bizrate.com), the Internet's leading merchant rating site. The alert is a free software product that instantly delivers better deals on the Web when consumers are ready to buy. This agreement allows iChoose to add BizRate.com consumer ratings of merchants to the iChoose alert, creating the first software that delivers merchant ratings directly to consumers at the point of sale.

Through the partnership with BizRate.com, iChoose provides consumers another powerful comparative feature -- unbiased Customer Certified ratings of merchants that include information on delivery, customer service and satisfaction. Now consumers have even more information to make smart buying decisions. And all of this information is delivered directly to shoppers through the iChoose alert along with better deals, shipping costs and taxes.

"Price is only part of the equation for online buyers," said Lance Cunningham, iChoose Chief Executive Officer and Co-founder. "To determine the best deal, consumers also compare merchants on such factors as on-time delivery, product selection, and overall customer satisfaction. By including the BizRate.com consumer ratings in our service, consumers are able to decide for themselves if the best price is also the best deal."

BizRate.com merchant ratings reflect the actual experiences of online shoppers based on feedback collected at the point of sale at retail Web sites. With proprietary access to more than 60 percent of online customers as they make a purchase, BizRate.com has a unique ability to gauge the state of e-commerce on a continuous, real-time basis and determine what's important to online consumers. The resulting performance report grades a merchant's performance in 10 key areas of service, such as customer support, product selection and on-time delivery.

"BizRate.com's 'quality of service' metrics allow iChoose consumers to compare merchants on service dimensions that are important to them," said Chuck Davis, CEO and president of BizRate.com. "Our goal is to bring confident buyers to reliable merchants."

About iChoose

iChoose, Inc. (www.ichoose.com) helps consumers save money and time while they shop online by delivering instant savings on exactly the products they want to purchase and by automatically completing their order. By installing the iChoose browser plug-in, consumers gain access to savings at the moment they decide to buy. In addition, iChoose allows consumers to shop confidently by guaranteeing satisfaction on all purchases made using the service. Founded in April 1999 and based in Texas, iChoose has recruited a top-notch management team with diverse professional backgrounds in successful Internet startups, wireless technology, software development, and e-commerce. iChoose investors include Sevin Rosen

Funds, as well as angel investors in Silicon Valley and Texas.

About BizRate.com

Founded in 1996, BizRate.com (<http://www.bizrate.com>) is an unbiased, independent rating guide built on the experience of millions of actual online buyers. The BizRate.com site combines valuable consumer information with a powerful set of shopping tools that help people find the store or product they want, as well as offers recommendations based on user-specified criteria. BizRate.com is the only company trusted by more than 2,200 e-businesses to collect this direct consumer feedback and transactional information at the point of purchase. The online store performance ratings, derived from this data, denote the only statistically rigorous way of differentiating retailers on "quality of service" metrics. BizRate.com's information appears on Consumer Reports Online and in Consumer Reports magazine and is currently available through top Internet portals such as America Online, Microsoft Network, Go Network, Snap and Go2Net.

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World Marketplace Website Pricing

Pricing is based on number of pages, and/or number of items, and/or storage space. Whichever of the three is fulfilled first, fulfills the category.

For example, if you have 20 items but only 4 pages, the \$3,500 category has been fulfilled

Price	Number of Pages	Number of Items	Storage Space
\$1,500	5	20	10MB
\$2,500	10	40	20MB
\$3,500	15	60	30MB
\$4,500	20	80	40MB
\$5,500	25	100	50MB
\$75,000	As required	100 to 100,000	As required

Option 3

Industrial Strength Commerce

- Credit card, Cybercash, First Virtual, Debit card transaction verification.
- Web site construction with prices as specified by table above. (One time fee)
- Monthly recurring rent charges are \$200/month and a 5% transaction commission fee applies to all sales plus the normal credit card charges. No transaction commission fees apply to sales for wholesale stores. Minimum one year contract.

Option 3

Easy to Operate

Remote Accessibility.

The Administration module is accessible with a web browser, anytime, anywhere.

Intuitive Interface

The user friendly graphical interface makes it easy for anyone to process orders.

Robustness and Security

High Performance and Scalability.

The sophisticated Sybase SQL server allows for unlimited by both customers and staff without loss of performance.

Multilevel Security System

The systems architecture protects the data and the private administrative functions. The database can be assessed only through well-defined stored procedures. The system supports SSL and S-HTTP security protocols. Online secure payment systems use powerful DES and RSA encryption.

Know Your Customer

Data Analysis:

The system record the buying habits of your customers and can tell you which products where viewed, which products sold well, etc. The system provides easy to analyze reports that show performance of your products.

Market Tools:

All this information can be utilized to create automated marketing actions. The system can build discounts that will give rebates on certain classes of customers. Clients can be shown special product categories based on their profiles. Products can be suggested when related items are placed in the shopping basket or put on special for a certain period of time. All this marketing actions can be programmed and will happen automatically the next time the customer comes back. The system gives the means to online merchants to build consumer loyalty and improve sales.

Systems Key Features

The Catalog Manager

Where the catalog is defined. Here the merchant can add new product lines, and reshape the catalog structure.

The Product Manager

Where merchants enter product descriptions and their attributes. Once saved, changes immediately appear in the storefront.

The Store Manager

Tracks all orders and generates the associated paperwork - invoices, packing-slips, or follow-up offers.

The Inventory Manager

Keeps track of all stock transactions. Merchants can also register new deliveries manually.

The Purchase Manager

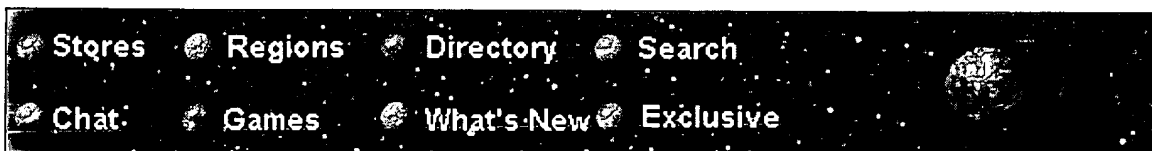
Suggests reorders to suppliers when stock levels are low, and automatically generates purchase orders.

The Customer Manager

Holds the demographics, buying history, etc. of every customer. Merchants use this data to refine their offer.

Statistics & Preferences

Calculates online traffic & sales activity and allows merchants to set up discounts & special promotions.



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